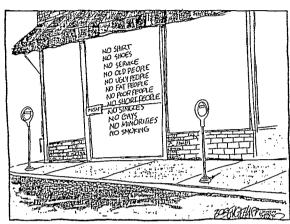


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@Bob Englehart, Daytona Journal Herald

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There is a new minority in the United States of America. This minority is the victim of legal discrimination every day. Employers can refuse to hire members of this minority. This same minority has to sit in limited areas in the workplace, trains, buses and restaurants. These people have to pay special taxes the majority of Americans don't have to pay. They are also targets of negative stories in local and national newspapers, magazines, television and radio. The U.S. Congress is now considering proposals to make advertising to this minority illegal.

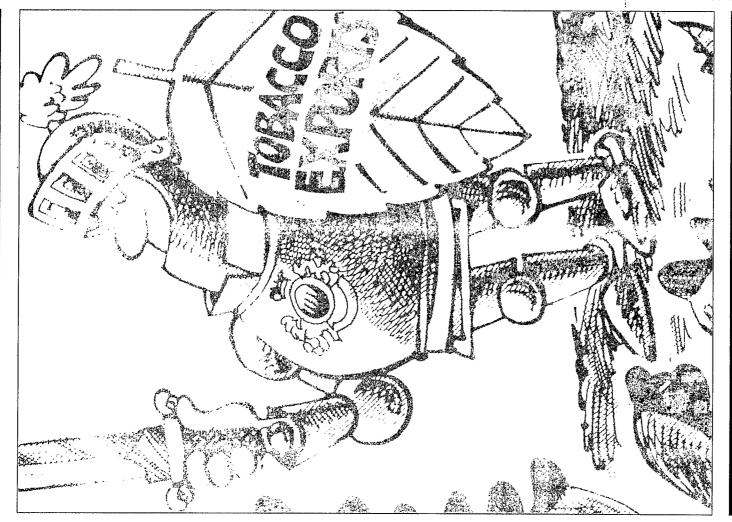
Who is this minority? Smokers! Unless the smokers of America respond to these and other forms of discrimination, the situation will get no better. It is time to fight back. If you are a smoker, it is your right.

The Great American Smoker's Manual is designed to help you respond to discrimination against smokers.

The first chapter describes the contributions of the tobacco industry to the U.S. economy. The following six chapters describe the most common forms of discrimination smokers encounter. Chapter 8 provides you with some helpful hints on how to deal with the anti-smoker, one-on-one. The last chapter — Smoker's Action Guide — contains a guide to writing letters, sample letters and important facts you can use in your letters. You'll also find the addresses of all major newspapers and transportation companies.

Remember, each year the smokers of this country face increased discrimination. Something must be done about it. But only smokers and their friends can effectively turn the tide against anti-smoking sentiment.

Preface



"The business of America is business."

- Calvin Coolidge, 30th President of the United States



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Since the settling of this country, tobacco has made an important contribution to the economy of the United States. More than 450 years later, tobacco still plays a key role in the American economy. But this role can now be measured in billions of dollars and hundreds of thousands of jobs.

THE TOBACCO INDUSTRY

The tobacco industry consists of all the businesses directly involved in the production and sale of cigarettes, cigars, pipe tobacco, roll-your-own tobacco, chewing tobacco and snuff.

The industry is rooted on American farms. Tobacco, the sixth largest cash crop, is one of the most profitable crops a farmer can grow. It is an important source of cash income for America's family farmers.

Tobacco grown on the nation's farms is dried and sold at auction, then transported to manufacturers who make all different types of tobacco products.

Finally, the finished tobacco products are delivered to American consumers by wholesalers and retailers.

All of these businesses which make up the tobacco industry create jobs for 422,000 people. These same businesses pay their employees more than \$6.6 billion a year.

These jobs and wages are not limited to tobacco growing states. Although industry employment averages 130,000 people in the major tobacco growing states — Kentucky, North Carolina, Tennessee, South Carolina, Virginia and Georgia — more than 292,000 additional workers are employed by the industry elsewhere around the nation.

Tobacco and the economy

"Tobacco creates 700,000 jobs."

At a time when the United States is buying more goods from overseas than it is selling, it is important to note that the world loves America's tobacco and tobacco products. In 1988, the tobacco industry exported \$4.2 billion worth of products and only imported \$578 million. The result? A \$3.6 billion trade surplus in tobacco products.

Jobs, wages and a positive trade surplus are only a part of the contribution the tobacco industry makes to our economy.

The Tobacco Industry — Employment and Compensation Average Annual Annual Sector **Employment** Compensation **Tobacco Growing** 130,073 \$665,040,000 **Auctions** 7,771 \$89,008,000 Manufacturing 61,691 \$2,461,000,000 Wholesale Trade 35,190 \$997,803,000 Retail Trade 187,737 \$2,408,341,000 TOTAL 422,462 \$6,621,192,000

Note: Compensation includes wages, salaries, fringe benefits and employer contributions to social insurance. Source: Tobacco Institute (1989).

TOBACCO SUPPLIER INDUSTRIES

The tobacco industry buys many goods and services from other industries which can be referred to as tobacco supplier industries.

Tobacco farmers purchase farm machinery and fertilizer. Tobacco manufacturers buy equipment and paper. Tobacco retailers buy vending machines and advertising. Examples of the goods and services provided by the tobacco supplier industries could go on and on.

The main point is clear: Tobacco supplier industries produce more than \$35 billion worth of goods and services to meet the requirements of the tobacco industry. These same supplier industries employ 278,000 workers and pay out over \$7.8 billion in compensation.

Add the tobacco industry and tobacco supplier industries together and what do you get? Jobs for 700,000 people and a \$37.3 billion contribution to the Gross National Product (the value of all goods and services) of the United States.

But the story doesn't end here.

THE FULL IMPACT

Workers in the tobacco industry and in the tobacco supplier industries are also consumers. They take vacations and buy houses, cars, groceries, appliances, gas and so on. They also buy services, such as day care, legal help, medical care and insurance.

When you add up all the money these employees spend on goods and services, the total is surprising. The value of all these goods and services totals \$59.9 billion, which is a tremendous contribution to this country's Gross National Product. To meet the demand for goods and services generated by the tobacco industry and tobacco supplier industry employees, 1.65 million people are employed by all sorts of companies.

THE TOBACCO INDUSTRY AND TAXES

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The big spenders in government who oppose the tobacco industry are biting the hand that feeds them. Why? Because tobacco excise taxes and sales taxes by federal, state and local governments added up to more than \$10 billion in 1988.

The industry's tax liability doesn't end there, however. If you add individual and corporate income taxes paid by the tobacco industry to the more than \$10 billion already mentioned, the total tax payment exceeds \$13 billion. In fact, tobacco companies are among the largest taxpayers in the world.

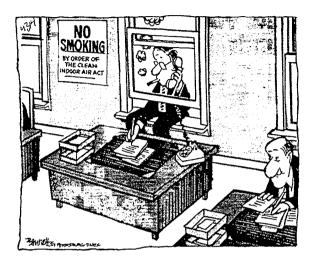
In short, government red ink would be a lot redder without the tobacco industry.

Millions of jobs, billions of dollars spent on products and services, a boost to America's family farmers, a trade surplus, and billions of tax dollars — these are the contributions of the tobacco industry to our economy. Keep these contributions in mind as you read the rest of The Great American Smoker's Manual.

"Tobacco contributes \$60 billion to the economy."

"Has common courtesy become so rare that society needs laws to regulate smoking in the business offices? We hope not."

- Dallas Times Herald



Smoking and the workplace

Are you a second-class citizen because you enjoy smoking on the job? Of course not, but some states, local communities, companies and anti-smokers think so. Twenty-six states have passed laws regulating smoking in state offices. Fourteen of those states also regulate smoking in private businesses. Furthermore, numerous communities across the country have introduced local ordinances to restrict smoking in the work-place. Some private companies are enforcing restrictions as well.

A NATION OF POLICEMEN

Who is going to enforce laws restricting smoking? The police are forced to in some states. The Los Angeles County Sheriff has said, "Police should spend their time patrolling streets for burglars, not prowling in office buildings searching for illegal smokers."

If the police refuse to enforce these laws, who will? Your employers and co-workers? Few Americans are willing to become policemen on the smoke patrol. But there is an alternative.

AN IMPORTANT LESSON

Smokers and nonsmokers are not enemies. Companies can work out their own smoking policies without government intervention if all involved parties are willing to compromise.

An example will demonstrate this point.

In Nashville, Tennessee, in 1987, the two daily papers took

Smokers and nonsmokers are not enemies

action regarding smoking. One paper, the Nashville Banner, banned all smoking in the newspaper offices.

The other paper, *The Tennessean*, set aside smoking areas in its newsroom. Smokers could work with other smokers and nonsmokers who did not care. Meanwhile, nonsmokers had their own section.

The result of these plans: At *The Tennessean*, the smokers are happy. The nonsmokers are happy. At the *Banner*, employees go outside to smoke. They are treated as second-class citizens.

HOW CAN YOU TAKE ACTION?

Remember, there are two types of bans on smoking in the office. One is by government. The other is by employers.

If your local or state officials are considering a smoking ban and you want to protest, write or call them. Remember, the best time to complain about bans is *before* they are passed. Government officials will be interested in hearing from you. Circulate petitions against these bans and send them to your elected officials. You should also write your local newspapers and television stations.

If your employer is considering a ban, organize the smokers and meet with your boss. Do not let anti-smokers scare you. Ask your boss for equal treatment. Do not threaten, but tell your boss that you and other smokers have rights too.

When people are polite to each other and sit down and discuss problems, solutions can result. You as a smoker must be prepared to compromise with your boss and anti-smoking colleagues. You give up some demands and they give up some demands. The chances are that you will be able to accommodate both groups.

If you are a member of a union and your company wants to ban smoking, it might be a good idea to discuss the proposed ban with your shop steward.

A company that cares for all its employees and a union that cares for all its members will work to keep everybody happy. Neither wants problems that will split people into two warring camps.

As a smoker you have rights, but you sometimes have to point this out. Do not be shy. Do not be rude. You are not alone in enjoying smoking. Remember, if you don't speak up for your rights, no one else will.

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.

SMOKING AND PUBLIC TRANSPORTATION

Smoking aboard public transportation vehicles has become a hot issue in recent years. One area in particular — smoking on commercial airplanes — has received a great deal of attention in Congress and in the press.

In April of 1988, Congress implemented a two year "temporary" smoking ban on all domestic flights of two hours or less. In September of 1989, the House and Senate voted to make this temporary ban permanent.

Still, opponents of the ban feared the worst was yet to come — the ultimate passage of a permanent smoking ban on all commercial airline flights.

Unfortunately, those fears have now come true.

Recent Congressional legislation has mandated a complete smoking ban on all domestic airline flights of 6 hours or less. What does this mean? For all intents and purposes, it means that passengers can no longer smoke on commercial airline flights within the United States.

STOP THE SPREAD OF DISCRIMINATION

The airline smoking ban is a perfect example of government legislation gone awry.

Unfortunately, it is not an isolated case.

Virtually every day, somewhere across the country, legislation is introduced that proposes to restrict smoking in one form or another on vehicles of public transportation. Whether on buses or rail lines, in terminals or train stations, smokers are being denied their right to freedom of choice.

That's discrimination — plain and simple.

All along, opponents of smoking bans have tried to make one very important point — the policy of separate smoking sections works. Whether it's on airplanes, commuter trains, or any other form of public transportation, there's absolutely no reason for an outright smoking ban. The key to resolving any differences between smokers and nonsmokers is compromise and accommodation.

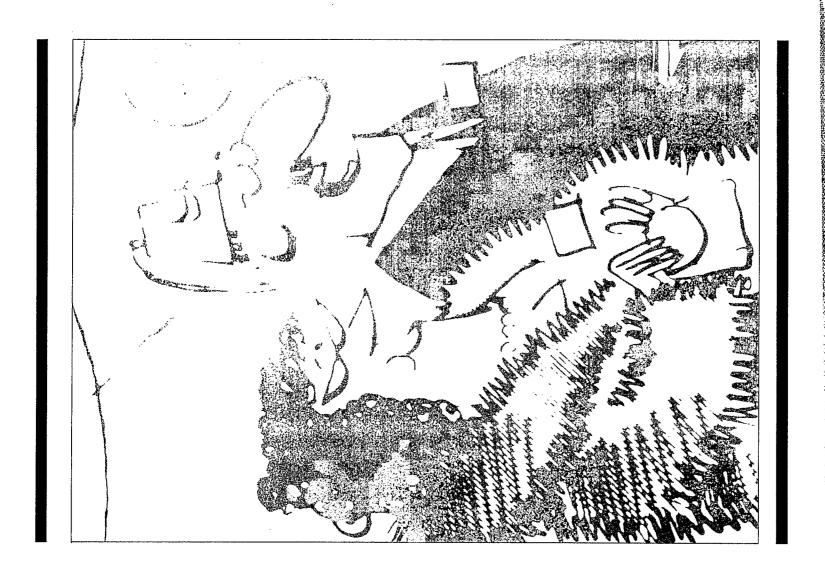
It's time to stay the course... to put a stop to this unnecessary discrimination against the nation's smokers. And you can help.

If and when you hear about this kind of discriminatory legislation, you must take action. If smokers do not respond, vocal and adamant anti-smoking forces will continue to gather the strength they need to force legislators to ban smoking in all areas of public transportation.

It happened aboard airplanes. It could happen again.

Please see Chapter 9 for guidelines on actions you can take to help stem the tide of anti-smoking discrimination.

Smoking and public transportation



"It's un-American. I don't smoke myself, but I can't believe that they are trying to legislate something like smoking."

A restaurant patron when told about Aspen's anti-smoking law



Bob Englehart, Daytona Journal Herald

Go into a restaurant anywhere in the United States. The chances are good that you'll be asked, "Smoking or non-smoking?"

But smoking and nonsmoking sections aren't good enough for a few anti-smokers. They want to make smoking illegal in restaurants.

Fortunately, these anti-smoking fanatics rarely get their way. An exception was in Beverly Hills, California, where a ban was passed on all smoking in restaurants and other public places. Restaurant business in the city dropped by 30%. Finally the City Council recognized its error and changed the law. Now restaurants provide smoking and non-smoking sections and the vast majority of their patrons are satisfied.

Whenever laws go against common sense and common courtesy, we all lose. Smokers lose a part of their freedom when such laws are passed. Restaurant owners are victims, too. They often lose business when smoking is banned or excessively restricted. They are also turned into police officers against their will. Jo Patti, owner of La Famiglia restaurant in Beverly Hills, said, "If I'd wanted to be a policeman, I would have joined the force, not learned to make pasta." Restaurant owners may also have to hire extra staff to act as no-smoking "hall monitors," further decreasing their profits.

Does the general public want the government getting involved in the restaurant smoking issue? National public opinion surveys say no! Nonsmokers as well as smokers oppose "Big Brother" interference by the government.

Smoking and

restaurants

"Remember public officials work for you."

VOLUNTARY PROGRAMS

Most Americans believe they are adult enough to take care of the smoking-in-restaurants issue by themselves. For instance, the Restaurant Association of the State of Washington and the Southern Arizona Restaurant Association have worked hard to establish voluntary programs. These programs are working.

For example, one restaurant owner has a no-smoking section in the evening only. His customers do not request separate seating during morning and noon meals. Through separate seating or other accommodations, restaurant owners are fully capable of pleasing both their smoking and non-smoking patrons.

HOW CAN YOU TAKE ACTION?

A restaurant is a private business. The government has no business telling an owner how to run his or her restaurant, especially when smoking and non-smoking patrons are already happy. You should take action when you become aware that your local government is studying laws to make smoking in restaurants and other public places illegal.

When the anti-smokers push for laws to ban smoking, you as a smoker have the same right to push for the law's defeat. Just because you smoke doesn't mean you can't protest.

Anti-smokers are usually a very loud, but very small minority. They tell council members and others in local government that they represent all nonsmokers. They don't.

Anti-smoking activists represent only themselves and a few others who share their extreme views. The typical nonsmoker usually doesn't care if other people smoke. It is not a case of smokers versus nonsmokers. The issue is really courtesy and common sense versus the intolerance of anti-smokers.

Remember, the best time to express your opposition to government smoking bans and restrictions is when the law is first proposed.

As a smoker you can circulate petitions among your friends, both smokers and nonsmokers. Send copies of your petition to the mayor and members of the council. Better yet, visit your elected officials and deliver the petition in person. Remember, public officials work for you. Politicians listen when voters protest. They want to be re-elected, but ignoring the opinion of voters is not the way to be re-elected.

When smoking bans are introduced, newspapers and television stations usually carry stories about the proposed law. Make sure newspapers and television stations know that there are people who oppose the law. Write letters to the editor and to the TV stations.

"Your opinion counts."

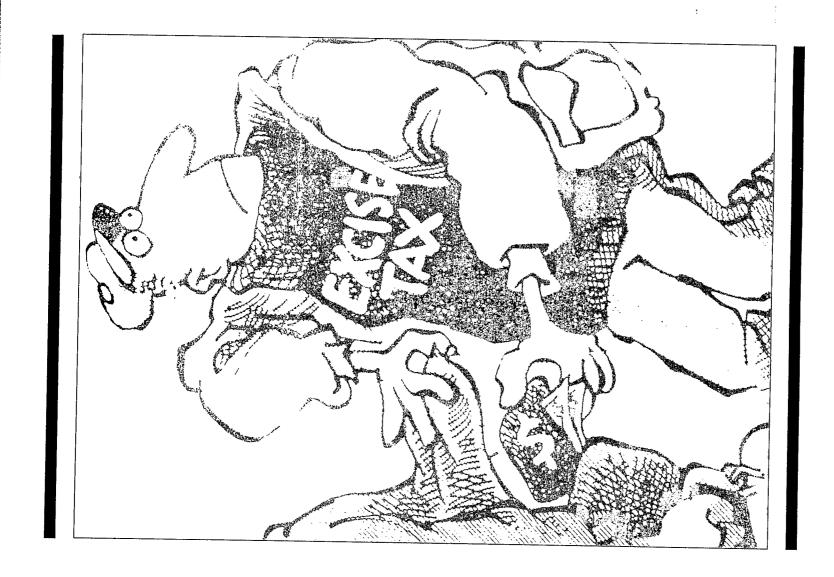
There are many ways to argue that smoking bans are unfair and costly. Many people think the police have better things to do than to run around arresting or fining smokers and restaurant owners.

You should also express your opposition to the restaurant association which represents most restaurants in your city, town or state. The hotel/motel association should also be contacted. Get its support in your effort to defeat smoking bans.

While council members pay attention to petitions and letters, they should also hear from you and your friends personally. Try to arrange a meeting with your council member before the proposed law comes up for a vote. Make sure you and your friends are at the meeting when the proposal is voted on. You can speak against the proposed law at most council meetings.

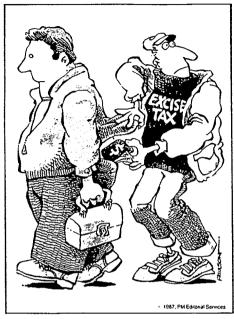
Only you can defeat smoking bans.

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.



"There is one difference between a tax collector and a taxidermist — the taxidermist leaves the hide."

- Mortimer Caplan



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Suppose you buy a new car for \$15,000 and you have to pay the following taxes:

\$15,000 — base cost

6,000 — excise tax 40% (state & federal)

\$21,000 — cost after state & federal excise taxes

882 — state sales tax at 4.2%

\$21,882 — cost of car after taxes

You would probably question such high taxes on an automobile. And you should.

But automobiles don't carry such high taxes — these figures represent the average percentage of taxes paid on a pack of cigarettes.

THE TAX BURDEN ON TOBACCO

Tobacco products are among the most heavily taxed items in the United States. The federal government taxes each carton of cigarettes \$1.60. Then each state imposes an additional tax per carton that averages \$2.30. But that isn't the end. Most states then add a sales tax averaging 55 cents a carton, which is actually a tax on a tax!

5
Tobacco
and taxes

"Cigarette taxes are regressive."

Fair? Of course not. This tax is a smoker's tax. Nonsmokers don't pay it. But, nonsmokers enjoy the benefits of the roads, schools, police and firefighters the over \$10 billion in cigarette taxes pay for each year.

But, there is still more. It used to be that cigarette taxes were deductible at income tax time. Congress, in 1963, took away this deduction.

Why are cigarette taxes so high? There are a lot of reasons. Politicians know that smokers are from all walks of life — taxi drivers, doctors, lawyers, construction workers, executives, housewives. Politicians know that smoking is enjoyed by many different groups who are not as well organized as realtors, bankers and auto dealers. Therefore, cigarette tax increases often pass without opposition.

Some politicians as well as the anti-smokers of this country also think it's a good idea to "punish smokers" with more and more taxes.

Are there more taxes in the smoker's future? Some members of Congress want to raise the excise tax even higher, and many states are considering bills to raise cigarette taxes. Numerous cities are also considering cigarette tax hikes.

WHO DO CIGARETTE TAXES HURT MOST?

Let's look at another way cigarette taxes are unfair. Low-income families are hurt more than any other group. The cigarette tax is a regressive tax. This means the lower-paid worker has to work longer than the higher-paid executive to pay the tax. For example, think of the person who makes \$25 per day and buys one pack of cigarettes. Based on the average cost of a pack of cigarettes and the average taxes on it, he pays almost 2% of his income in cigarette taxes! Next, think of the person who earns \$100 a day and buys one pack. He pays less than 1/2% of his income in smoking taxes.

Numbers like these show why the cigarette tax is really a tax on low-income people.

WHO DO CIGARETTE TAXES HELP MOST?

High state cigarette taxes do help some people. Criminals. When cigarette taxes go up in one state, tax evasion, cigarette bootlegging and tax stamp counterfeiting can go up, too.

Bootlegging occurs when a person obtains cigarettes from a state where taxes are lower and then sells those cigarettes in a state where taxes are higher. Bootleggers not only cost states tax money, but also hurt wholesalers and retailers in high-tax areas

Counterfeiting is made profitable when a criminal forges the official tax stamp and then sells the cigarettes. The state gets no money.

The Advisory Commission on Intergovernmental Relations estimated that in 1983, states lost \$255 million in revenues on untaxed cigarette sales. On June 30, 1989, the *Chicago Tribune* reported that Illinois will lose \$20 million in taxes in 1989 as smokers take their business elsewhere. But, there are no figures on what it costs for the police to fight cigarette bootlegging and counterfeiting. Keep in mind that bootleggers and counterfeiters may not be petty thieves. Organized crime can sometimes be at the center of such illegal activities.

HOW CAN YOU TAKE ACTION?

Why don't our politicians understand that cigarette taxes are unfair, too high, and can cause crime?

Because smokers don't protest loudly enough, it is easy to raise cigarette taxes. If politicians raise income taxes, raise sales taxes, or tax banks, they would face waves of organized opposition. They could also lose their jobs at election time.

What can you do to protest high cigarette taxes?

You can and you should write letters to your U.S. Senators, Representatives, state legislators, council members, mayor, editors of your local newspapers, and local radio and television stations. Tell them what you think.

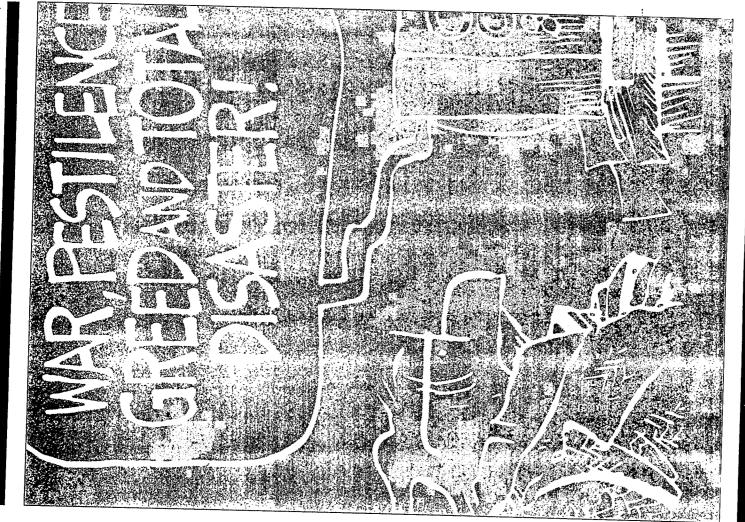
You can speak out at public meetings where cigarette taxes are being considered. Point out how unfair these taxes are and how they hurt the people who can least afford them.

Another way to fight high cigarette taxes is to circulate petitions to smokers. Then mail or take the signed petitions to your representatives.

You can fight back.

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.

Tobacco taxes added up to more than \$10 billion in 1988



"Every truth has two sides; it is well to look at both, before we commit ourselves to either."

-- Aeson





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Do you believe everything you read?

If everyone who opened *The Chicago Tribune* on November 3, 1948, believed what they read, they would have hailed Thomas E. Dewey as the 34th President of the United States. The newspaper on that day, confident that Dewey had beaten Harry Truman in the election, ran a huge headline: "Dewey Wins." In fact, Truman had won.

Although *The Chicago Tribune* story is one of the most famous examples of inaccurate reporting, it is not the only one. In fact, it seems that poor reporting and "half-truths" are part of many newspaper, magazine, television and radio reports we read, see or hear.

Why is this?

A reporter does not set out to get the facts wrong. He may not understand the story he is writing. He may be sloppy and not get both sides of the story, or he may let his personal feeling spill over into the story.

Cigarettes are not the only thing the news media write about without all the facts. The American automobile industry has the same problem. So does the oil industry. Any major American product or industry is subject to false reporting and poor reporting of the facts.

5 Smoking and the news

"Tell the news media what you think."

SELECTIVE REPORTING ON SMOKING

Many reporters find it difficult to remain objective about some subjects. Smoking is near the top of the list.

Smoking is an issue which affects everyone, because everyone has an opinion about it. But that opinion should not cause reporters to be selective when it comes to the facts about smoking. Too often it does.

BAD NEWS VERSUS GOOD NEWS

Reporters are not the only ones to blame for selective reporting. Sensational headlines attract the reader's attention. For instance, if the following headlines ran side by side, which story would you be more tempted to read?

Smith Elected PTA President

r

Civic Leader Linked to Cult Activities

These examples are a bit extreme. But most of us would be drawn to the second headline. Since the public prefers bad news to good news, reporters tend to report the bad news. In short, news reporters tend to give the readers — who are their customers — what they want.

HOW CAN YOU TAKE ACTION?

How can we be prepared for the selective facts that are reported as the real news every day in our newspapers, on television and on the radio?

First, take nothing for granted. Remember that the facts and figures you read have probably come to the reporter second-hand, or they may be misinterpreted by the reporter. Beware of statistics. Take time to judge for yourself what you read.

Second, react. If you read a story that was written with a bias against smokers, react! Write a letter to the editor of the newspaper or magazine in which the article appeared. Or contact the news director at the television or radio station that broadcast the story.

Most newspapers and television stations want to hear from their readers and viewers. They want to know your opinion. If you can prove a newspaper or television station made a mistake in reporting a fact, they may run a "correction." Proving them wrong can be difficult, however. But you don't have to be able to prove them wrong to write or call them. You can simply point out your difference of opinion.

When you read or hear a story where both sides are not reported, you should write a letter to the editor or to the radio or television station and request that your letter be published, or read, or that you be allowed to appear and give the other side of the story.

والمتوالية ومنافرة وأرأف

"Good reporters want to hear both sides."

Besides being a careful reader and writing letters to complain about selective reporting, there are other ways to make your opinion known. Write *in favor* of a story which supports smokers, or any issue that is important to you. And when a reporter does a good job of objective reporting, tell the editor about that, too.

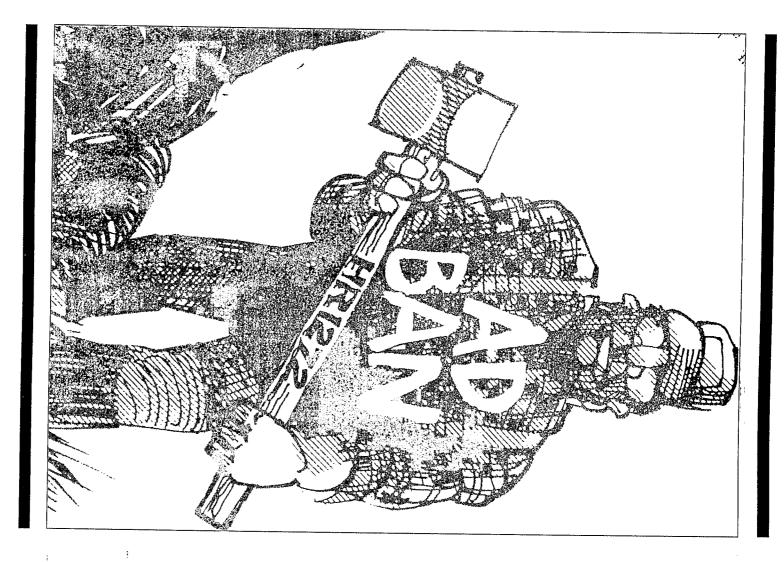
Many radio and TV talk shows give you the opportunity to call in and give your opinion. When they do, take that opportunity to speak up. It is your right. It is also your responsibility.

Questioning stories that have been written is one way to make your opinion known. Another is to act on stories not yet written. Give a reporter an idea for a story. Inform your local TV or radio station about smoking policies in your workplace and what you think of them.

Selective reporting does not only affect smokers. It affects everyone. You can respond to one-sided reporting by asking "Why?" and by questioning what you read, what you see, and what you are told you should do. In criticizing selective reporting, you are supporting your right to choose to smoke.

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.

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"Whoever first said that the road to hell is paved with good intentions may well have had in mind the proposal to ban all advertising and promotion of tobacco products."

— Daniel Oliver, Chairman, Federal Trade Commission, April 21, 1986



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i Ingili die.

Imagine this: Coffee advertising is against the law because caffeine may make you nervous. Red meat, ice cream and cheese advertising is against the law because cholesterol may be linked to high blood pressure, heart attacks and obesity. Advertising of alcoholic beverages is against the law because some people drink too much. Even table salt advertising is against the law since the use of too much salt may be linked to high blood pressure.

Hard to believe? Of course. And while such laws are not yet a reality, the possibility of such restrictions does exist.

There have been bills before the United States Congress which would outlaw all tobacco advertising. Think about it. Congress considered outlawing advertising for a *legal product*.

If they outlaw tobacco advertising today, what is going to keep the "Big Brothers" in the U.S. Congress from "protecting" us from coffee, red meat, ice cream, cheese, alcohol and salt advertising in the future? No one will stop these "social engineers" unless adults like yourself take action. No one will stop the censors but Americans, like you, who believe in freedom of speech.

Tobacco advertising and the First Amendment

"Congress shall make no law... abridging the freedom of speech..."

TOBACCO ADVERTISING AND THE FIRST AMENDMENT

The First Amendment to the Constitution states: "Congress shall make no law...abridging the freedom of speech, or of the press."

These words are clear. They are simple. They are direct. But some members of Congress don't think so. They support a bill that would outlaw all tobacco newspaper and magazine advertising, billboards, signs, decals, matchbook advertising, in-store displays, samples and even sponsorships of athletic, artistic and other events.

There are many reasons why you should oppose this proposed law. The most important one is that it violates the First Amendment. As Supreme Court Justice Harry A. Blackmun wrote in 1976: "Speech does not lose its First Amendment protection because money is spent to project it, as in a paid advertisement of one form or another." In other words, advertising is speech, and speech in America should be free from government control.

There is another problem with making any form of advertising against the law. Advertising makes the American press profitable. Without profits, there would be no independent newspapers and magazines. And everyone — not just tobacco advertisers — could lose their freedom of speech.

FALSEHOODS ABOUT TOBACCO ADVERTISING

The "Big Brothers" who want to outlaw tobacco advertising defend their attack on the First Amendment by making three important claims about cigarette advertising. All of these claims are false.

Falsehood #1:

Tobacco Advertising Causes Children to Smoke.

In fact, the tobacco industry does not:

- advertise or promote its products to the young
- advertise or promote its products in school or college publications
- distribute cigarette samples in schools
- use athletes or other celebrities who might have special appeal to the young
- use models who are younger than 25 or look younger than 25.

Norway has had a total ban on cigarette advertising since 1975. A major study compared smoking among the young there with smoking among the young in Australia (where there are few restrictions on cigarette advertising), Spain (also with little advertising control), and Hong Kong (where there are no controls). The survey found smoking among children ages 7 to 15 is lowest in Hong Kong and highest in Norway!

This and other studies have found that young people start smoking because parents, older brothers and sisters, and/or friends smoke.

Falsehood #2:

Tobacco Advertising Increases Cigarette Consumption.

Cigarette advertising is aimed only at people who smoke. Its purpose is to get them to switch brands.

Opponents of tobacco advertising ignore this fact. A major study was done on smoking consumption in 16 countries. Eight were Soviet bloc countries where there is no advertising: The USSR, Poland, Romania, Czechoslovakia, Bulgaria, Yugoslavia, Hungary and East Germany. Per capita cigarette consumption increased in all of these countries from 1970 to 1984, ranging from a 10% increase to a 54% increase.

The study also looked at eight countries with free economies: Norway, Iceland, Singapore, Finland, Thailand, Taiwan, Italy and Sweden. All of these countries except Sweden have total bans on cigarette advertising or near total bans. In each of these countries, trends in per capita cigarette consumption remained constant after the advertising ban was imposed. In most cases, per capita consumption continued to increase, consistent with trends established before the advertising bans went into effect. In Sweden, where there is no advertising ban, per capita consumption decreased! In the United States, between 1975 and 1987, the number of smokers decreased from 37% to 28.8% of adults. In short, advertising bans have not been effective in curbing consumption.

Of the 5.27 trillion cigarettes produced in the world during 1988, 40% were produced and consumed in countries with a complete ban on all forms of cigarette advertising. This means that perhaps half of the 800 million people in the world who smoke have never seen a cigarette ad.

"Half the smokers in the world have never seen a cigarette ad."

"You don't need the protection of Big Brother."

Falsehood #3:

Cigarette Advertising is Deceptive.

Every cigarette ad and every cigarette pack contains one of the four Surgeon General's health warnings. The warning labels appear some 30 billion times each year on cigarette packs alone — a total of 500 warnings per smoker per year. And a major public opinion survey found that more than 90% of our population is aware of the health controversy surrounding cigarettes.

As the Chairman of the Federal Trade Commission has said: "The proposed ban on advertising of tobacco products represents the most sweeping restrictions on truthful speech possible."

HOW CAN YOU PROTECT THE FIRST AMENDMENT?

You can write letters and you can make phone calls. Whom should you write and call? Your senators, representative, editors of your local newspapers, and news directors of your local television and radio stations.

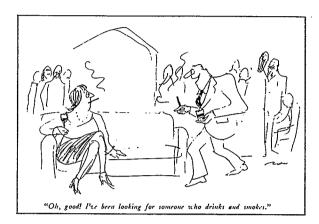
In your letters, use the arguments outlined in this chapter. Address your concerns about preserving the First Amendment. Point out the falsehoods the anti-smoking forces use about cigarette advertising. Let your elected representatives and the press know that you are an adult who believes in free speech. Let them know that you don't need the protection of "Big Brother"

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.

"I don't smoke, but I recognize people's right to smoke. It looks like George Orwell was right. He just had the wrong year."

- Doug Stephens, President

Oil, Chemical and Atomic Workers Union



Drawing by Ross: 1983 The New Yorker Magazine, Inc.

Imagine you're in Yankee Stadium. Pennants, binoculars and popcorn are all within reach. You're waiting to see the most important game of the season: the Red Sox against the Yankees.

But, instead of seeing the familiar teams rush onto the field, you see two groups of people dressed very much alike. Except for one thing. One team is smoking, the other is not.

Is the rivalry between smokers and nonsmokers in our society as obvious as that between baseball teams? No. But the media promote this tension between smoker and nonsmoker. Reports on tobacco smoke in the air cause resentment on the part of the nonsmoker, who feels his rights are being violated. Yet what about the rights of the smoker?

The media bombard us with editorials against smoking, against the smoker and with negative reports about the effects of smoke on the nonsmoker.

For the smoker, is there an answer? Yes.

THE USES OF COURTESY

Surface Commence

If someone doesn't smoke or doesn't like the smell of smoke, chances are he or she never will. But that doesn't mean that person cannot respect your enjoyment of tobacco.

The single most powerful weapon that smokers can use toward nonsmokers is courtesy. When used, courtesy protects smokers from the typical complaints of the anti-smoker.

Smokers and nonsmokers

25

"Humor works miracles."

WHEN BEING COURTEOUS ISN'T ENOUGH

But we all know courtesy isn't everything. And no matter how hard you try to prevent your cigarette smoke from bothering someone else, it sometimes will. Even if you are smoking in the Sahara Desert, there is someone who will come up and ask that you put it out.

When that happens, try a little humor:

- I used to be a chain smoker, but I switched to cigarettes.
- I'd rather take a smoking break than a break from smoking.
- There are two reasons why some people don't mind their own business. One is they don't have any mind. The other is they don't have any business.

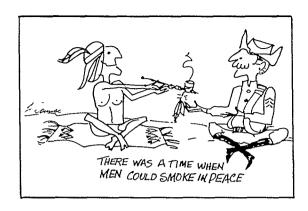
Remember that no one can make up your mind for you. The decision to smoke is a right and a privilege. It is not for anyone else to decide.

WORKING TOGETHER

You've heard the old saying, "It takes all kinds." If there were not smokers and nonsmokers, the world would be very boring. But the world does not need to be divided into two groups fighting one another. We are not the Red Sox and the Yankees. Smokers and nonsmokers are on the same "team" — in neighborhoods, in the workplace, in restaurants and in public transportation.

With simple politeness and a determination to defend your rights as a smoker, you can decrease the tension between smoker and nonsmoker.

See Chapter 9 for some guidelines on writing letters, sample letters, and important facts you can use to make your letters as effective as possible.



Smoker's action guide

The American smoker is discriminated against every day. As a smoker, you're fed up. You're tired of politicians interfering where they have no business interfering. You're tired of bans on smoking in the workplace and in restaurants. You're tired of ever-increasing tobacco taxes. You want to take action. You can.

This chapter equips you with the ways and means to combat discrimination against smokers:

- Facts and sample letters to use in writing effective letters
- The names, addresses and phone numbers of several organizations that are ready to help the smoker
- The names, addresses and phone numbers of major metropolitan newspapers
- The name and address of bus company and train line
- Tips on how to find addresses and phone numbers of organizations not listed

HOW TO TAKE ACTION

The first step in taking action against discrimination is to learn the facts. This chapter contains the facts and arguments you will need. They are organized by subject:

- Facts About Smoking and the Workplace
- Facts About Smoking and Public Places
- Facts About Smoking and Restaurants
- Facts About Tobacco and Taxes
- Facts About Tobacco Advertising and the First Amendment

After you have studied the appropriate facts, look at the sample letter for the issue that concerns you. Then choose facts which are most important to you and write your own letters.

Send your letters to the appropriate people. A letter against increases in cigarette taxes could be sent to your city government, your state legislators or your representative and senators in Congress, depending on which legislative body is considering raising taxes. Most issues can also be raised in letters to the editor of your local newspaper. The more people you write, the

"Smoking restrictions turn employers into police."

more effective you will be in your fight against discrimination.

You can also use these facts when attending city council meetings, in making telephone calls to support your position, or in face-to-face encounters with the people you want to persuade.

FACTS ABOUT SMOKING AND THE WORKPLACE

- 1. Businesses are best able to determine the smoking policies that suit smoking and non-smoking employees and customers without government interference.
- 2. Legislated workplace smoking restrictions impose significant costs and inefficiencies on employers. In attempting to comply with some workplace smoking laws, employers may be forced to relocate personnel and remodel work areas. Such structural changes can mean significant expenditures, while relocating employees away from the rest of their work group tends to increase inefficiency and decrease morale.
- 3. Federal studies on air quality in office buildings concluded that tobacco smoke, though visible and commonplace, does not play a major role in the quality of indoor air. In fact, recent studies of major office buildings, occupied altogether by over 135,000 people, have shown that air quality problems initially attributed to environmental tobacco smoke (ETS) have been shown to be due, for the most part, not to ETS, but to contamination resulting from poorly maintained and designed ventilation and air conditioning systems.
- 4. Workplace smoking restrictions discriminate, since most restrictions apply to open areas where clerical personnel work (often women and minorities), while managers in private offices are exempt.
- 5. Restrictions lower employee morale and increase dissension. By focusing attention on smoking, such restrictions create tensions and conflicts. Often, so-called smoking related conflicts serve as a cover for more profound interpersonal problems.
- 6. Restrictions interfere with labor-management relations because they disrupt long-established freedoms of labor to settle issues in the normal course of contract negotiations.
- 7. Restrictions turn employers into police. An employer should concentrate on providing a quality product or service in an efficient manner with an eye on the marketplace. Forcing management to enforce smoking rules interferes with these goals and weakens our economic system.
- 8. Smoking policies in the workplace do not lower operating costs or increase worker productivity. Indeed these policies may have just the opposite effect. A 1987 study by the Bureau of National Affairs found that 95% of the companies with a smoking policy saw no cost savings. At the same time, 92% found no productivity gains.

FACTS ABOUT SMOKING AND PUBLIC PLACES

1. Efforts to restrict or ban smoking in public places are based on the claim that environmental tobacco smoke (ETS) is hazardous to the healthy nonsmoker. The fact is that there is a lack of scientific evidence to support this claim. It has been widely acknowledged in scientific literature that the evidence relating ETS to alleged health effects is inconsistent, inconclusive and that much more research needs to be done. The U.S. National Research Council's 1986 report on ETS stressed 21 times in 12 pages the need for further research. And in a November 1988 newsletter, the American Cancer Society said, "Currently available evidence is not sufficient to conclude that passive or involuntary smoking causes lung cancer in nonsmokers."

2. In the absence of compelling scientific facts upon which legislators can base public smoking restrictions, these laws become nothing more than nuisance laws: they address a questionable need at best, and they are difficult, costly and wasteful to enforce.

3. In police and court time, the cost of arresting and processing a violator far exceeds the amount of any fines. The posting of signs, building barriers and the improvement of ventilation systems all cost money. One state health director told legislators that the additional health inspectors necessary to enforce a pending public smoking law would add more than \$4 million to his annual budget.

4. Common sense, good manners and mutual consideration should not be supplanted by a governmental statute. The government has no business controlling personal behavior and freedom of choice of adults engaged in a legal activity.

"Government has no business restricting your freedom of choice."

Facts about smoking and restaurants

FACTS ABOUT SMOKING AND RESTAURANTS

- 1. If businesses suffer as a result of increased public smoking regulation, so will governments. Loss of business in the private sector results in decreased tax revenues for government. Lower business revenues, the possibility of business failure, and subsequent declines in employment will reduce the taxable income base and increase unemployment compensation payments.
- 2. Reality has already borne this out: When Beverly Hills, California banned smoking in its restaurants, business declined by 30% (implying a \$12 million/year loss in business), workers were laid off and proprietors had trouble enforcing the law. Finally, the city had to redraft the law to allow for smoking in restaurants.
- 3. Restaurant owners and managers can best determine smoking policies which suit their clientele without the interference of government. Indeed, marketplace economics make successful accommodation of all patrons a business imperative regardless of government intrusion.
- 4. A Gallup survey conducted in February 1987 for the National Restaurant Association found that of those who responded:
- 50% believe that enough restaurants have non-smoking sections;
- 57% do not ask if there is a non-smoking section; and
- 62% rate smoking behind food and service in importance. The survey illustrates that for most people, smoking is not of primary importance when dining out. The quality of food and service is. Also, most people are content with current arrangements since they don't feel compelled to seek out non-smoking sections.
- 5. Enforcement of these laws is a hassle that restaurant proprietors and the police do not need.
- 6. Compliance with government-imposed regulations may mean that some restaurant owners would be required to make expensive seating alterations.
- 7. Legislating behavior that merely annoys some people was never meant to be the business of government.
- 8. This is an elitist proposal. Lower-income groups tend to smoke in higher proportions than the more affluent. Therefore, members of lower income groups have a greater chance of being fined or arrested for violating this measure.

FACTS ABOUT TOBACCO AND TAXES

- 1. Smokers already pay over \$10 billion each year in federal, state and local cigarette taxes.
- 2. Cigarette taxes are regressive (lower-income households pay a higher percentage of their income in cigarette taxes than higher income families).
- 3. State and local cigarette taxes have already increased greatly since 1983. Since the federal excise tax on cigarettes was doubled in 1983, 37 states have raised taxes on cigarettes, at an average rate of 56%. Local cigarette tax collections have increased by 11.4%.
- 4. A doubling of the federal excise tax on cigarettes would take over \$3 billion from the pocketbooks of American smokers.
- 5. Doubling the federal excise tax on cigarettes would decrease state and local cigarette tax collections and reduce funding for education, housing and other services.
- 6. More than 2.3 million jobs in this country are directly or indirectly related to the tobacco industry. Many thousands of these jobs would be at risk if the federal excise tax on cigarettes was doubled. State excise tax increases would also cause unemployment.
- 7. The tax burden on cigarettes has steadily increased over the past 36 years. The percentage increases of cigarette tax collections far exceed consumer price increases for the same period.
- 8. Tobacco products are among the most heavily taxed items in the United States. In many states, almost 40% of the price of a pack of cigarettes goes to taxes.
- 9. Using higher taxes for behavior modification is social engineering; if anti-smoking zealots want a smoke-free America, let them try to outlaw cigarettes by the open and democratic process.
- 10. Higher cigarette taxes lead to bootlegging and tax evasion. For over a decade, the states' experience with cigarette tax increases has been profoundly affected by concerns about interstate smuggling of cigarettes. New York State's tax commissioner estimated in 1987 that the state loses \$25 million a year in tax revenues because of cigarette bootlegging.
- 11. Not only do states lose money from bootlegging, but so do businesses. High state cigarette taxes create black markets for stolen goods and force businesses to fight back with expensive measures, such as locked cigarette cases and extra security workers on trucks and in stores.
- 12. Higher taxes do not deter smoking. In countries where cigarette excise taxes are considerably higher than in the U.S., the same or an even greater percentage of the population smokes.

Facts about tobacco and taxes

Facts about tobacco advertising and the First Amendment

FACTS ABOUT TOBACCO ADVERTISING AND THE FIRST AMENDMENT

- 1. Cigarettes are not the most heavily advertised product in this country. They are not advertised on television or radio, the most pervasive advertising media. Out of every dollar spent on advertising in the U.S., only 2 cents went to promote tobacco. For every dollar in revenues a newspaper or magazine receives from advertisers, less than 3 cents comes from tobacco ads. Newspapers and magazines receive 32 times as much revenue from non-tobacco as from tobacco ads. As for outdoor advertising, tobacco is an insignificant part of advertising and in 1988 constituted less than 2.6% of all outdoor advertising expenditures. (*Advertising Age*, Sept. 27, 1989.)
- 2. Advertising does not induce nonsmokers to start smoking. Virtually every study of why adolescents begin to smoke points to three major reasons: (1) peer pressure; (2) family smoking habits; and (3) the desire to grow up faster. These reasons are valid in the Soviet Union, China and other Communist countries that prohibit all commercial advertising, as well as countries that allow advertising. Of the 5.27 trillion cigarettes produced in the world during 1988, 2.1 trillion or 40% were produced and consumed in countries where there is a complete and effective ban on all forms of tobacco advertising. (U.S.D.A. Foreign Agricultural Service.)

Indeed, according to the U.S. Public Health Service (*Use of Licit and Illicit Drugs by America's High School Students, 1988*), the use of cigarettes has dropped steadily since 1977 among male and female high school seniors to an all-time low of 18.1% in 1988.

3. Advertising bans DO NOT reduce cigarette consumption. Chinese cigarette production/consumption has doubled in the last decade and continues to increase 12% annually. All commercial advertising is banned in China. Soviet cigarette consumption has increased almost 9% in the past decade despite the total prohibition of commercial advertising. The same growth is evidenced in other Eastern Bloc countries, including East Germany, Yugoslavia and Bulgaria. In Thailand, Taiwan, Iceland, and Singapore, per capita consumption has grown despite the ad bans in effect. (U.S.D.A., "Foreign Agriculture Circular: World Tobacco Situation," 1979-1989, and "Smoking Issues Status Book," INFOTAB 1989.)

- "Banning the advertising of a legal product is unconstitutional."
- 4. Cigarette ads fully inform the smoker of the purported health risks of smoking. On every advertisement and on every pack, one of the four Surgeon General's warnings appears. Gallup polls indicate that well over 90% of the population is aware of the health controversy regarding cigarettes. (Gallup Poll June 29, 1981.) The warning labels on cigarettes alone appear some 30 billion times each year that's nearly 500 warnings per smoker per year. Every time people see a cigarette ad, they also see the Surgeon General's warning on smoking and health and tar/nicotine content. How much more complete could disclosure be?
- 5. Cigarette advertisements seek to maintain brand share. Ten percent of smokers switch brands each year. That 10% of the \$35 billion cigarette market is highly significant. A cigarette brand that garnered a mere 1% would be considered very successful. No brand introduced in the last 30 years has gained more than a 5% share. The 10% of smokers who switch is a critical element in the industry's marketing strategy. Advertising attracts those who switch to new brands and/or maintain their loyalty to current brands.
- 6. Banning the advertising of a legal product is unconstitutional. In this area of "commercial speech," the Supreme Court has recognized a four part test to determine if the restriction of commercial speech is constitutional: Ads must concern lawful activity; the government's interest must be substantial; the restriction must directly advance said interest; and the regulation is no more restrictive than necessary to achieve that interest. Satisfaction of at least the last two criteria presents the censors with an enormous constitutional hurdle.
- 7. A tobacco ad ban sets a dangerous precedent. Legislation enacted to exert behavioral control through the control of free speech is the most dangerous kind of government intrusion. It is beyond the purview of government to decide what is "information" and what is not. Giving the government control over deciding what information is commercially valuable risks reducing all available information in society (and the marketplace) to the lowest common denominator.
- **8.** The sale of candy cigarettes is not sanctioned by the cigarette industry. The tobacco industry has vigorously prosecuted those companies making candy cigarettes for trademark infringement whenever possible.

Who can help

ORGANIZATIONS THAT CAN HELP

The Tobacco Institute

Write The Tobacco Institute, 1875 I Street, N.W., Suite 800, Washington, D.C. 20006, for information on most issues involving smoking and the tobacco industry. You can also call The Institute at 1-800-424-9876.

American Civil Liberties Union

Write the American Civil Liberties Union, 132 West 43rd Street, New York, NY 10036, if you have good reason to believe an employer has fired you or not hired you because you are a smoker. You can also call the ACLU at 1-212-944-9800 for the address and phone number of the ACLU organization in your state. The ACLU also opposes the ban on tobacco advertising.

State Restaurant Association

Write or call your state restaurant association if legislation is being considered which bans or severely limits smoking in restaurants. You can get the association's phone number by calling information for your state capital and asking for the number. You can also get the address and phone number by calling the National Restaurant Association at 1-202-331-5900.

Labor Unions

Union members should contact union leaders if employers introduce policies which discriminate against smokers.

U.S. SENATORS AND REPRESENTATIVES:

To find out who your federal, state and local elected officials are, call your local Board of Elections or League of Women Voters.

Letters to both senators and representatives should be addressed as follows:

The Honorable (His/Her name)

The United States Senate

Washington, D.C. 20510

The Honorable (His/Her name)

House of Representatives

Washington, D.C. 20515

In the letter, senators should be addressed as Dear Senator. Representatives should be addressed as Dear Sir or Dear Madam. The area code for all members of Congress is 202.

NEWSPAPERS: ADDRESSES AND PHONE NUMBERS

Pages 42-55 include all major metropolitan newspapers. You can find the addresses for all other newspapers by looking at the editorial page or the letters-to-the-editor section.

BUS AND TRAIN COMPANIES

The Department of Transportation (DOT) monitors airline, bus and train companies. You can write the DOT to oppose anti-smoking discrimination actions at the following address:

Secretary of Transportation

400 7th Street, S.W.

Washington, D.C. 20590

On page 56 is a list of the corporate addresses of the nation's major transportation companies. You can find corporate addresses and phone numbers for smaller, regional companies by looking them up in the phone book or calling them and asking for the address.

FINDING INFORMATION ON YOUR OWN

No manual can contain the addresses and phone numbers of everyone you may want to write. Here are some suggestions for getting this information:

- Call your local League of Women Voters to find out who your city councilmember, and state senators and/or representatives are. The League should also be able to provide you with their addresses and phone numbers.
- Call your local library and ask for the reference desk. Most libraries will have a reference librarian who can help you.
- Make use of local and long-distance telephone information. If you can get a phone number, you can call for the address. And don't forget the telephone directories.

Who to contact

Guideline for letter writing

- A Your Address
- B Addressee
- Introduction

In the first paragraph, state your reason for writing. Be clear and concise. It's important that your letter have a purpose. You want the person who reads it to be persuaded by what you say.

D Body of the Letter

State your opinion simply and quickly. The body contains the facts and the reasons for your beliefs.

E Conclusion

Use the conclusion of your letter as a "call to action" for your reader. Explain what you have hoped to accomplish by writing. What can your reader do, in your opinion? Without stating such goals, your letter will seem simply another protest.

Close

Always end your final paragraph by thanking your reader for taking the time to read your letter and for any future help which he/she might give your cause. Always ask for a response to your letter.

G Signature

If you are writing as a taxpayer, voter, or consumer, your signature is enough. Make sure that it is legible, or type or print your name below your signature. Often, an official will want to write you back with questions or to thank you for bringing the subject to his/her attention. If you are writing as a tobacco grower or retailer, include your title.

To: U.S. Senator Subject: Smoking Restrictions in the Workplace

— ·

- A 104 Main Street Anytown, Anystate 00000 Month, Date, Year
- The Honorable John Doe U.S. Senator Washington, D.C. 20510
- Dear Senator Doe:

0

I am opposed to the proposed restrictions and bans on smoking in the workplace.

I feel it is unfair for government to pass legislation that will harm employers. Non-smoking laws can be costly and disruptive. Employers may be forced to relocate personnel and remodel work areas in order to comply with work-place smoking laws. In addition, restrictions lower morale, increase tension and decrease worker productivity.

Workplace smoking restrictions also discriminate, since most restrictions apply to open areas where clerical staff work and do not affect the private offices in which managers work.

No one should have the right to come into the workplace and try to legislate behavior. The smoking issue is best handled by employers and employees, not government.

- Please examine this issue carefully. As my government representative, do what you can to stop this.
- Thank you for your attention to this matter. I would appreciate a response.

G Sincerely,

Your Name

Smoking and the workplace: sample letter

Smoking and public places: sample letter

To: State Senator
Subject: Smoking Restrictions in Public Places

- A 104 Main Street Anytown, Anystate 00000 Month, Date, Year
- The Honorable John Doe State Senator City, State Zip
- C Dear Senator Doe:

I am opposed to the proposed restrictions and bans on smoking in public places.

Although I am a smoker, this is not the only reason I am opposed. Whether you are a smoker or a nonsmoker, there is entirely too much government regulation in America today. I think that when and where I choose to smoke should be my own personal decision. Smoking is a legal activity, and adults should be free to engage in any legal activity wherever they want.

To enforce smoking bans would require additional police, or would take police officers away from the streets, where serious crimes are committed. There is no compelling scientific evidence to prove that tobacco smoke in the environment is dangerous to nonsmokers. So why spend millions of dollars trying to enforce a law based on theory alone?

- Please do what you can to block the proposed smoking bans, so that our police force and our money can be put to more constructive uses.
- Thank you for your time. I would appreciate your thoughts on the matter.
 - **G** Sincerely, Your Name

To: City Council Member Subject: Smoking Restrictions in Restaurants

- A 104 Main Street
 Anytown, Anystate 00000
 Month, Date, Year
- The Honorable John Doe City Council City, State Zip
- Dear Council Member Doe:

I am against the proposed restrictions and bans on smoking in restaurants because I do not like to be told when and where I may smoke. Restaurant owners and businesses, not government, should deal with this issue.

I think that non-smoking legislation is unfair to restaurant owners. Non-smoking laws can hurt restaurant business, and imposing these regulations could mean costly renovations for many restaurant owners. Also, how do we enforce non-smoking policies in restaurants? Do we really want the police patrolling our restaurants rather than our streets?

Surveys have shown that most people care more about the quality of food and service than about smoking. There are far more important issues on which legislators should be spending their time. Regulating smoking in restaurants is a waste of time and an invasion of privacy.

- Please consider what I have said, and, as my government representative, voice my opinions.
- I appreciate your attention to this issue, and please let me know your position.
 - G Sincerely, Your Name

Smoking and restaurants: sample letter

Tobacco advertising and the First Amendment: sample letter

To: Newspaper Editor Subject: Proposed Ban on Cigarette Advertising

- 104 Main Street Anytown, Anystate 00000 Month, Date, Year
- Name of Editor
 Name of Newspaper
 Address
 City, State Zip
- C Dear (Editor's Name):

I am writing you about the article, "(title of article)," which ran in the (date) issue of the (newspaper).

(Reporter name) did not present the Constitutional implications of the proposed ad ban. The First Amendment to the Constitution of the United States says, "Congress shall make no law...abridging the freedom of speech, or of the press." I believe it means what it says. As long as cigarette and other tobacco products can be legally sold in this country, there is no good reason to violate our Constitution.

Are you aware that:

- Advertising does not make nonsmokers start smoking.
- Advertising bans do not reduce cigarette smoking.
- Cigarette ads inform the smoker of the supposed health risks of smoking.
- Cigarette advertising serves to inform the public of the difference in brands. Advertising is used, not to convert nonsmokers, but to encourage smokers to switch brands.
- Advertising provides the public with important information on tobacco products. All Americans have a right to this information. The proposed law is a dangerous one which would weaken our freedom of speech.
- Thank you for giving me the opportunity to express my views. I hope you will respond to my letter.
 - G Sincerely, Your Name

To: U.S. Representative Subject: Proposed Increases in Cigarette Taxes

104 Main Street Anytown, Anystate 00000 Month, Date, Year

Tobacco and taxes: sample letter

- The Honorable John/Jane Doe House of Representatives Washington, D.C. 20515
- Dear Mr./Ms. _____:
 I am totally against the proposed increase in cigarette taxes.
- It is a bad idea for a number of reasons. Please take note of these facts:
 - Smokers pay more than \$10 billion in extra taxes no one else pays. These taxes support government services all citizens enjoy.
 - Almost 40% of the prices of cigarettes goes to taxes. What other item is so heavily taxed?
 - Cigarette taxes are regressive, burdening mostly those who can afford it least. If we need increased taxes, let's fairly tax those who can afford to pay.

Even if the facts were different, I resent the "Big Brothers" in government attempting to control what I do in my private life. All I want is to be treated like an adult. I choose to enjoy smoking. That choice is mine alone. It's time government stopped "protecting" me.

- I hope you will reconsider your support of the proposed cigarette tax increase.
- Thank you for your attention to my letter. I would appreciate a response.

G Sincerely, Your Name

ALABAMA

Birmingham News/ Birmingham Post Herald P.O. Box 2553 Birmingham, AL 35202 (205) 325-2222 (205) 325-2214

The Huntsville Times
P. O. Box 1487, West Station
Huntsville, AL 35807
(205) 532-4000

The Mobile Press-Register P. O. Box 2488 Mobile, AL 36630 (205) 433-1551

Montgomery Advertiser P. O. Box 1000 Montgomery, AL 36192 (205) 262-1611

The Tuscaloosa News 6th Street and 20th Avenue P. O. Box Drawer 1 Tuscaloosa, AL 35401 (205) 345-0505

ALASKA

Anchorage Daily News 1001 Northway Drive P. O. Box 14-9001 Anchorage, AK 99514-9001 (907) 257-4200

The Anchorage Times P. O. Box 40 Anchorage, AK 99510 (907) 263-9000

Fairbanks Daily News-Miner Box 710 Fairbanks, AK 99707-0710 (907) 456-6661 Juneau Empire 3100 Channel Drive Juneau, AK 99801-7814 (907) 586-3740

ARIZONA

Arizona Sun 417 West Santa Fe Avenue P. O. Box 1849 Flagstaff, AZ 86002 (602) 774-4545

Mesa Tribune P. O. Box 1547 Mesa, AZ 85201 (602) 898-6500

Phoenix Gazette/ The Arizona Republic P. O. Box 1950 Phoenix, AZ 85001 (602) 271-8000

The Arizona Daily Star P. O. Box 26887 Tucson, AZ 85726-6807 (602) 573-4400

Tucson Citizen 4850 S. Park Avenue P. O. Box 26767 Tucson, AZ 85726 (602) 573-4646

ARKANSAS

Southwest Times Record 920 Rogers Avenue P. O. Box 1359 Fort Smith, AR 72902 (501) 785-7700

Arkansas Democrat Capitol Avenue & Scott St. P. O. Box 2221 Little Rock, AR 72203 (501) 378-3400 Arkansas Gazette Gazette Building P. O. Box 1821 Little Rock, AR 72203 (501) 371-3994

CALIFORNIA

Bakersfield Californian 1707 Eye Street P. O. Box 440 Bakersfield, CA 93302 (805) 395-7384

The Fresno Bee 1626 E Street Fresno, CA 93786 (209) 441-6111

Long Beach Press Telegram 604 Pine Avenue P. O. Box 230 Long Beach, CA 90844 (213) 435-1161

Los Angeles Times Times Mirror Square Los Angeles, CA 90053 (213) 237-5000

The Tribune 409 13th Street P. O. Box 24304 Oakland, CA 94612 (415) 645-2000

Riverside Press Enterprise 3512 Fourteenth Street P. O. Box 792 Riverside, CA 92502 (714) 684-1200

The Sacramento Bee 21st & Q Box 15779 Sacramento, CA 95852 (916) 321-1000 Sacremento Union 301 Capitol Mall P. O. Box 2711 Sacremento, CA 95812 (916) 442-7811

San Bernardino Sun 399 N. D Street San Bernardino, CA 92401 (714) 889-9666

The San Diego Union/ The Tribune P. O. Box 191 San Diego, CA 92112 (619) 299-3131

San Francisco Examiner 925 Mission Street San Francisco, CA 94103 (415) 777-5700

San Francisco Chronicle 901 Mission Street San Francisco, CA 94103 (415) 777-1111

San Jose Mercury News 750 Ridder Park Drive San Jose, CA 95190 (408) 920-5000

Orange County Register 625 N. Grand Avenue P. O. Box 11621 Santa Ana, CA 92711 (714) 835-1234

Daily News 21221 Oxnard Street Woodland Hills, CA 91367-4200 (818) 713-3000

Newspapers

COLORADO

Daily Camera 1048 Pearl Street P. O. Box 591 Boulder, CO 80302 (303) 442-1202

Gazette Telegraph 30 South Prospect P. O. Box 1779 Colorado Springs, CO 80901 (719) 632-5511

The Denver Post P. O. Box 1709 Denver, CO 80201 (303) 820-1010

Rocky Mountain News 400 West Colfax Avenue Denver, CO 80204 (303) 892-5000

CONNECTICUT

Bridgeport Post-Telegram 410 State Street Bridgeport, CT 06604 (203) 333-0161

The Hartford Courant 285 Broad Street Hartford, CT 06115 (203) 241-6200

New Haven Register Long Wharf 40 Sargent Drive New Haven, CT 06511 (203) 562-1121

The Advocate 75 Tresser Boulevard Stamford, CT 06904 (203) 964-2200

DELAWARE

Delaware State News P. O. Box 737 Dover, DE 19903 (302) 674-3600

Evening Journal/
Morning News
831 Orange Street
P. O. Box 1111
Wilmington, DE 19899
(302) 324-2500

DISTRICT OF COLUMBIA

Washington Post 1150 15th Street, NW Washington, DC 20071 (202) 334-6000

The Washington Times 3600 New York Avenue, NE Washington, DC 20002 (202) 636-3000

FLORIDA

Daytona Beach News-Journal 901 Sixth Street Daytona Beach, FL 32017 (904) 252-1511

News and Sun-Sentinel 101 North New River Drive, E. Fort Lauderdale, FL 33302 (305) 761-4000

The Florida Times-Union/ Jacksonville Journal One Riverside Avenue Jacksonville, FL 32202 (904) 359-4111

The Miami Herald One Herald Plaza Miami, FL 33101 (305) 350-2111 The Orlando Sentinel 633 North Orange Avenue Orlando, FL 32801 (305) 420-5000

St. Petersburg Times 490 First Avenue South P. O. Box 1121 St. Petersburg, FL 33731-1121 (813) 893-8111

Tallahassee Democrat 277 N. Magnolia Drive P. O. Box 990 Tallahassee, FL 32302-0990 (904) 599-2100

The Tampa Tribune 202 South Parker Street P. O. Box 191 Tampa, FL 33601 (813) 272-7711

The Palm Beach Post 2751 South Dixie Highway West Palm Beach, FL 33405 (407) 837-4100

GEORGIA

The Atlanta Journal-Constitution 72 Marietta Street, NW Atlanta, GA 30303 (404) 526-5151

The Augusta Chronicle P. O. Box 1928 Augusta, GA 30913-1928 (404) 724-0851

The Columbus Enquirer 17 West 12th Street Columbus, GA 31902 (404) 324-5526 Macon Telegraph and News 120 Broadway P. O. Box 4167 Macon, GA 31208 (912) 744-4200

Savannah Morning News 111 West Bay Street P. O. Box 1088 Savannah, GA 31402 (912) 236-9511

HAWAII

The Honolulu Advertiser News Building 605 Kapiolani Boulevard Honolulu, HI 96813 (808) 525-8000

Honolulu-Star Bulletin P. O. Box 3080 Honolulu, HI 96802 (808) 525-8000

IDAHO

The Idaho Statesman 1200 North Curtis Road Box 40 Boise, ID 83707 (208) 377-6400

Times-News 132 Third Street W. Box 548 Twin Falls, ID 83301 (208) 733-0931

ILLINOIS

Arlington Heights Herald 217 W. Campbell P. O. Box 280 Arlington Heights, IL 60006 (312) 870-3600

Newspapers

Chicago Defender 2400 Michigan Avenue Chicago, IL 60616 (312) 225-2400

Chicago Tribune 435 North Michigan Avenue Chicago, IL 60611 (312) 222-3232

Chicago Sun Times 401 North Wabash Avenue Chicago, IL 60611 (312) 321-3000

Peoria Journal-Star One News Plaza Peoria, IL 61643 (309) 686-3000

Rockford Register Star 99 East State Street Rockford, IL 61105 (815) 987-1200

State Journal-Register One Copley Plaza P. O. Box 219 Springfield, IL 62705-0219 (217) 788-1300

INDIANA

The Evansville Courier and Evansville Press 201 N.W. Second Street P. O. Box 268 Evansville, IN 47702-0268 (812) 424-7711

The Journal Gazette 600 West Main Street Fort Wayne, IN 46802 (219) 461-8333 The News-Sentinel 600 W. Main Street P. O. Box 102 Fort Wayne, IN 46801 (219) 461-8222

The Indianapolis News/ The Indianapolis Star 307 North Pennsylvania Street Indianapolis, IN 46204 (317) 633-1240

South Bend Tribune 225 West Colfax Avenue at Lafayette Boulevard South Bend, IN 46626 (219) 233-6161

IOWA

The Cedar Rapids Gazette 500 Third Avenue, SE P. O. Box 511 Cedar Rapids, IA 52406 (319) 398-8211

The Des Moines Register P. O. Box 957 Des Moines, IA 50304 (515) 284-8000

Sioux City Journal Sixth and Pavonia Street Sioux City, IA 51102 (712) 279-5068

KANSAS

Kansas City Kansan 901 North Eighth Street Kansas City, KS 66101 (913) 371-4300

Lawrence Journal World 609 New Hampshire Street P. O. Box 888 Lawrence, KS 66044-0122 (913) 843-1000 The Topeka Capital-Journal 616 Jefferson Street Topeka, KS 66607 (913) 295-1111

Wichita Eagle-Beacon 825 E. Douglas Street P. O. Box 820 Wichita, KS 67201 (316) 268-6000

KENTUCKY

The Kentucky Post 421 Madison Avenue Covington, KY 41011 (606) 292-2600

State Journal 321 W. Main Street Frankfort, KY 40601 (502) 227-4556

Lexington Herald-Leader Main & Midland Lexington, KY 40507 (606) 231-3100

The Courier-Journal 525 West Broadway Louisville, KY 40202 (502) 582,4011

LOUISIANA

Morning Advocate/ State Times 525 Lafayette Street Baton Rouge, LA 70802 (504) 383-1111

The Times-Picayune 3800 Howard Avenue New Orleans, LA 70140 (504) 826-3279 Shreveport Journal 222 Lake Street P. O. Box 31110 Shreveport, LA 71130 (318) 459-3200

Shreveport Times 222 Lake Street P. O. Box 222 Shreveport, LA 71130 (318) 459-3200

MAINE

Kennebec Journal 274 Western Avenue Augusta, ME 04330 (207) 623-3811

Lewiston Daily Sun/Lewiston Evening Sun-Journal 104 Park Street Lewiston, ME 04240 (207) 784-5411

Portland Press Herald 390 Congress Street P. O. Box 1460 Portland, ME 04104 (207) 780-9000

MARYLAND

Annapolis Capital 2000 Capital Drive P. O. Box 911 Annapolis, MD 21404 (301) 268-5000

Baltimore Sun 501 North Calvert St. Baltimore, MD 21278 (301) 332-6000

Newspapers

MASSACHUSETTS

The Boston Globe 135 Morrissey Boulevard Boston, MA 02107 (617) 929-2000

Boston Herald One Herald Square Boston, MA 02106-2096 (617) 426-3000

Christian Science Monitor One Norway Street Boston, MA 02115 (617) 450-2000

The Patriot Ledger 13 Temple Street Quincy, MA 02169 (617) 786-7000

Springfield Union News 1860 Main Street Springfield, MA 01102 (413) 788-1300

MICHIGAN

Detroit Free Press 321 West Lafayette Boulevard Detroit, MI 48231 (313) 222-6400

The Detroit News 615 Lafayette Boulevard Detroit, MI 48231 (313) 222-2300

The Grand Rapids Press 155 Michigan Street, NW Grand Rapids, MI 49503 (616) 459-1400

State Journal 120 E. Lenawee Lansing, MI 48919 (517) 377-1000

MINNESOTA

Duluth News-Tribune 424 West First Street P. O. Box 16900 Duluth, MN 55816-9000 (218) 723-5281

Star & Tribune 425 Portland Avenue Minneapolis, MN 55488 (612) 372-4141

St. Paul Pioneer Press Dispatch 345 Cedar Street St. Paul, MN 55101 (612) 222-5011

MISSISSIPPI

Clarion-Ledger/Jackson Daily News 311 East Pearl Street Jackson, MS 39205 (601) 961-7000

Northeast Mississippi Daily Journal P. O. Box 909 Tupelo, MS 38801 (601) 842-2611

MISSOURI

Jefferson City Daily Capital News 210 Monroe Street P. O. Box 420 Jefferson City, MO 65102 (314) 636-3131

The Kansas City Star/ The Kansas City Times 1729 Grand Avenue Kansas City, MO 64108 (816) 234-4141

Post-Dispatch 900 North Tucker Boulevard St. Louis, MO 63101-9990 (314) 622-7000

St. Louis Sun 100 South Fourth Street St. Louis, MO 63102 (314) 992-7600

MONTANA

The Billings Gazette 401 North Broadway P. O. Box 2507 Billings, MT 59103 (406) 657-1352

Great Falls Tribune 205 River Drive, S. P. O. Box 5468 Great Falls, MT 59403 (406) 791-1444

The Independent Record 317 Allen Street P. O. Box 4249 Helena, MT 59604 (406) 442-7190

NEBRASKA

Journal-Star 926 P Street Lincoln, NE 68508 (402) 475-4200

Omaha World-Herald World-Herald Square Omaha, NE 68102 (402) 444-1000

Star Herald 1405 Broadway P. O. Box 1709 Scottsbluff, NE 69363-1709 (308) 632-0670

NEVADA

Nevada Appeal 200 Bath Street P. O. Box 2288 Carson City, NV 89702-2288 (702) 882-2111 Las Vegas Review-Journal P. O. Box 70 Las Vegas, NV 89125-0070 (702) 383-0211

Las Vegas Sun 121 South Highland Box 4275 Las Vegas, NV 89106 (702) 385-3111

Reno Gazette-Journal P. O. Box 22000 Reno, NV 89520-2000 (702) 788-6200

NEW HAMPSHIRE

Concord Daily Monitor 3 N. State Street Concord, NH 03301 (603) 224-5301

Union Leader 35 Amherst Street P. O. Box 780 Manchester, NH 03105 (603) 668-4321

NEW JERSEY

Courier-News 1201 U.S. Highway 22 W. P. O. Box 6600 Bridgewater, NJ 08807 (201) 722-8800

Bergen County Record 150 River Street Hackensack, NJ 07601 (201) 646-4000

Asbury Park Press 3601 Highway 66 P. O. Box 1550 Neptune, NJ 07754 (201) 922-6000

Newspapers

Star-Ledger Star-Ledger Plaza Newark, NJ 07101 (201) 877-4141

The Press 1000 W. Washington Avenue Pleasantville, NJ 08232-3816 (609) 272-1100

Trenton Times 500 Perry Street P. O. Box 847 Trenton, NJ 08605 (609) 396-3232

NEW MEXICO

Albuquerque Journal 7777 Jefferson, NE P. O. Drawer J Albuquerque, NM 87109-4343 (505) 823-7777

Sun-News P. O. Box 1749 Las Cruces, NM 88004-1749 (505) 523-4581

The New Mexican P. O. Box 2048 Santa Fe, NM 87504 (505) 983-3303

NEW YORK

Times-Union 645 Albany Shaker Road Albany, NY 12210 (518) 454-5694

The Buffalo News One News Plaza Box 100 Buffalo, NY 14240 (716) 849-3434 Newsday 235 Pinelawn Melville, NY 11747 (516) 454-2020

New York Daily News 220 East 42nd Street New York, NY 10017 (212) 210-2100

The New York Times 229 West 43rd Street New York, NY 10036 (212) 556-1234

New York Post 210 South Street New York, NY 10002 (212) 815-8000

Democrat and Chronicle/ Times-Union 55 Exchange Boulevard Rochester, NY 14614 (716) 232-7100

Syracuse Herald-Journal Clinton Square P. O. Box 4915 Syracuse, NY 13221-4915 (315) 470-0011

Rockland Journal-News One Gannett Drive White Plains, NY 10604 (914) 694-9300

NORTH CAROLINA

Citizen-Times 14 O'Henry Avenue Asheville, NC 28802 (704) 252-5611

The Charlotte Observer 600 South Tryon Street P. O. Box 32188 Charlotte, NC 28232 (704) 379-6300